

UHON 351 When we watch sports on our screens, who wins/loses?

Dong Han

Time: 2 – 4:30 pm, Wed

Location: Morris Library 0610A

Office: Communications 1220

Office hours: Wed 11:30 am – 2 pm; Thu 8:30 am – 12 pm

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Course description:

This course introduces students to a wide array of scholarly probes into sports media, with a focus on social and political economic inquiries. It is a seminar-style class that invites student to voice their opinions in an open and safe environment. Through discussions on sports-media relations, political economic transformations, technology and market growth, sports fans/audience, as well as issues of gender, race, ethnicity, and culture and ideology, this course explores the omnipresent sports media from critical and analytical perspectives.

Student learning objectives:

Students will gain knowledge on the history and transformation of sports media.

Students will understand various critical theories that treat sports media as a market and commodity system, as sites of cultural and ideological clashes, and as integral part of wider social changes.

Students will learn to apply critical theories to analyze and evaluate popular ideas and widely concerned occurrences in relation to sports media.

Students will learn to identify research topics and conduct preliminary research in relation to sports media.

Required readings:

See class schedule.

Requirements and evaluation

Class participation: 30%

Writing assignments: 70%

Class participation:

The class will be organized as a seminar. Students are required to read assigned readings for the week and to write a 150-word response/comment and post it on D2L before 5pm on Tuesday before the class meeting. Each class meeting will begin with students discussing their understanding of the readings. The teacher will lead the discussion to help students develop arguments and analyze different approaches to sports media.

Writing assignments:

There will be two writing assignment: an analytical reading report, and a research proposal. Both will require an in-class presentation and a paper.

The analytical reading report requires students to pick a piece from the class's reading list (or a different scholarly piece, with instructor's approval). Instead of commenting on the viewpoint of the author, students are expected to break down the reading. The report needs to cover two things: First, what is the structure of the reading, and how do its different parts relate to each other. Second, how does the author gather evidence/information/data to support the main argument, and how does the research method(s) and argumentation work to convince readers.

The research proposal requires students to identify a research topic that interest them. It needs a workable topic, a literature review, a research method discussion, and a pilot study/preliminary research that tests the validity/feasibility of the method and generates tentative/partial findings.

For both reading report and research proposal, the presentation will be 5 and 7 minutes, respectively, with additional 1-2 minutes for questions. The reading report will be about 3 pages, and the research proposal 10 pages. Both will be double-spaced and with 12-font and one-inch margins. Any citation style is acceptable.

The analytical reading report is due midterm, the research proposal end of the semester.

Class schedule

Week 1 (Jan 14) – Getting started

Overview of course; discussion of your interest in sports media and your expectations for the course. Brainstorming topics for reading, research, and exploration.

Week 2 (Jan 21) – When sports meet media

Readings:

McChesney, R. W. (1989). Media made sport: A history of sports coverage in the United States. In L. A. Wenner (Ed.), *Media, sports, & society* (pp. 49-69). Sage Publications.

Rowe, D. (2004). *Sports, culture and the media: The unruly trinity*. Open University Press. 2nd Edition. Chapter 1 -- Understanding sport and media: A social-historical approach.

Week 3 (Jan 28) – Sports and broadcast media

Readings:

Haynes, R. (1998). A pageant of sound and vision: Football's relationship with television, 1936-60. *The International Journal of the History of Sport*, 15(1), 211-226.

Owens, J. (2006). The coverage of sports on radio. In A. A. Raney & J. Bryant (Eds.), *Handbook of sports and media* (pp. 124-138). Routledge.

Week 4 (Feb 4) – Sports and new media

Readings:

Goggin, G. (2013). Sport and the rise of mobile media. In B. Hutchins & D. Rowe (Eds.), *Digital media sport: Technology, power and culture in the network society* (pp. 19-36). Routledge.

Hutchins, B., & Rowe, D. (2009). From broadcast scarcity to digital plentitude: The changing dynamics of the media sport content economy. *Television & New Media*, 10(4), 354-370.

Week 5 (Feb 11) – Sports journalism

Readings:

Boyle, R., & Haynes, R. (2013). Sports journalism and social media: A new conversation? In B. Hutchins & D. Rowe (Eds.), *Digital media sport: Technology, power and culture in the network society* (pp. 204-218). Routledge.

Hutchins, B., & Rowe, D. (2012). *Sport beyond television: The Internet, digital media and the rise of networked media sport*. Routledge. Chapter 6 -- Sports journalism: Convergence and a leaking craft.

Week 6 (Feb 18) – Sports media regulation

Readings:

Dittmore, S. W. (2019). Sports programming as a public good: A complicated Congressional legacy. In G. G. Armfield, J. McGuire, & A. Earnheardt (Eds.), *ESPN and the changing sports media landscape* (pp. 3-22). Peter Lang.

Iosifidis, P., & Smith, P. (2013) Television sports rights: Between culture and commerce.

In K. Donders, C. Pauwels, & J. Loisen (Eds.), *Private television in Western Europe: Content, markets, policies* (pp.136-150). Palgrave.

Week 7 (Feb 25) – Sports fans

Readings:

Hutchins, B., & Rowe, D. (2012). *Sport beyond television: The Internet, digital media and the rise of networked media sport*. Routledge. Chapter 5 – Online crowds and fandom.

Sanderson, J. (2013). Facebook, Twitter and sports fans: Identity protection and social network sites in US sports. In B. Hutchins & D. Rowe (Eds.), *Digital media sport: Technology, power and culture in the network society* (pp. 19-36). Routledge.

Week 8 (Mar 4) – Analytical reading report presentation and paper due.

(Mar 11 spring break)

Week 9 (Mar 18) – The political economy of sports media

Readings:

Dart, J. (2014). New media, professional sport and political economy. *Journal of Sport and Social Issues*, 38(6), 528-547.

Wolter, S. (2019). "Tying the brand to something a little bit bigger": A political economy analysis of espnW. In G. G. Armfield, J. McGuire, & A. Earnhardt (Eds.), *ESPN and the changing sports media landscape* (pp. 291-310). Peter Lang.

Week 10 (Mar 25) – Global sports media

Readings:

Law, A., Harvey, J., & Kemp, S. (2002). The global sport mass media oligopoly: The three usual suspects and more. *International Review for the Sociology of Sport*, 37(3-4), 279-302.

Tomlison, A. (2005). The making of the global sports economy: ISL, Adidas and the rise of the corporate player in world sport. In M. L. Silk, D. L. Andrews, & C. L. Cole (Eds.), *Sport and corporate nationalisms* (pp. 35-66). Berg.

Week 11 (Apr 1) – Gender and sports media

Readings:

Kane, M. J., Lavoie, N. M., & Fink, J. S. (2013). Exploring elite female athletes' interpretations of sport media images: A window into the construction of social identity and "selling sex" in women's sports. *Communication & Sport*, 1(3), 269-298.

Sabo, D. & Jansen, S. C. (1998). Prometheus unbound: Construction of masculinity in sports media. In L. A. Wenner (Ed.), *MediaSport* (pp. 202-217). Routledge.

Week 12 (Apr 8) – Ethnicity, race, and sports media

Readings:

Boyle, R., & Haynes, R. (2000). *Power play: Sport, the media and popular culture*.

Longman. Chap 6 – The race game: Media sport, race and ethnicity.

Grainger, A., Newman, J. I., & Andrews D. (2006). Sport, the media and the construction of race. In A. A. Raney & J. Bryant (Eds.), *Handbook of sports and media* (pp. 482-505). Routledge.

Week 13 (Apr 15) – Sports media ideology

Readings:

Clarke, A., & Clarke, J. (1982). “Highlights and action replays” - ideology, sport and the media. In J. Hargreaves (Ed.), *Sport, culture and ideology* (pp.62-87). Routledge & Kegan Paul.

Berg, L. R. V., & Trujilo, N. (1989). The rhetoric of winning and losing: The American dream and America’s team. In L. A. Wenner (Ed.), *Media, sports, & society* (pp. 204-224). Sage Publications.

Week 14 (Apr 22) – Future of sports media?

Readings:

Hebbel-Seeger, A., & Horky, T. (2019). Sports media in 2020: Patterns, trends and crystal-ball gazing. In G. G. Armfield, J. McGuire, & A. Earnheardt (Eds.), *ESPN and the changing sports media landscape* (pp. 337-356). Peter Lang.

Hutchins, B., & Rowe, D. (2012). *Sport beyond television: The Internet, digital media and the rise of networked media sport*. Routledge. Chapter 8 – The future: Networks, telecoms, and access.

Week 16 (Apr 29) – Research proposal presentation and end-of-semester discussion

Week 17 – Research proposal paper due